

## **First Dimension of Quality**

At the beginning there was no concept of “Quality”.

Till ten thousand years ago, the human being was just like most of the other animals. He used to get up in the morning and start running to gather food or not to be food of somebody else. Survival was the sole objective of life.

The situation changed when the human being acquired two technologies: farming and keeping animals. This eliminated the sole focus on survival and the human being had time to think of other things. This was time the human being evolved religions, philosophy, music, arts, literature etc., The technology also meant increased availability of various things he needed and the possibility of picking and choosing. That was the beginning of concept of “Quality”.

Quality may be defined as satisfying the customer’s need. However, as the needs and the availability expanded, the concept of quality started getting dimensions.

The first dimension was based on geographical region which could produce the commodity due to suitable natural resources: e.g. Basmati Rice from Dehradun, Alphonso mango from Ratnagiri, etc etc., When the natural resources by themselves were not the defining factors, the quality was attributed to the excellence in technology of specific people: eg. Dhaka Malmal or Swiss Watches. Darwin wrote that such expertise in technology takes generations to acquire. In specific, he mentioned that the watch - making technology takes eight generations to master and nobody can compete the Swiss in less than two hundred years.

**Second Dimension of Quality:**

Then came the wave of Tsunami changes. Japan entered the watch market with digital wrist watches and wiped out the entire Swiss Watch Industry. Now the watches Swiss is producing are jewellery pieces priced at Rs.25,000/- (\$ 500) and above. They have no presumption to compete with the watches that show time at the price of one dollar. The typewriters were wiped out by the computers. These were Tsunami changes and the concept of quality changed over from specific geographic regions or specific skilled vocationals to those who are acquiring new technologies.

Those who could produce more efficiently (using minimum resources) defined the quality

**Third Dimension of Quality:**

The quality so far was restricted to the ability to produce and the resources expended. A new feature has come up which we can call the third dimension of quality: the effect on the environment. This is become important as environmental consciousness is acquiring increasing role in our life. The global warming, the carbon factor, replenishable energy etc are the new words which have started defining quality.

**Conclusion:**

Yesterday, producing some product to satisfy the requirements of some customer was a single dimensional quality. The quality got an additional dimension when the product was to be produced efficiently with the minimum consumption of resources. Now the quality has become three– dimensional since the impact of environment is becoming a vital consideration.

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